



EFT EXCHANGE

Summer 2000

Volume 2 Number 3

On April 27, the U.S. Department of the Treasury launched a successful strategic alliance meeting in Newark, NJ, to introduce the financial institutions offering the Electronic Transfer Account (ETASM) in northern New Jersey to community-based partners located in these communities. Currently, there are 13 ETA providers with 148 locations throughout New Jersey. With more than 400,000 Federal check recipients, New Jersey is one of the top 10 States in check volumes.

Nearly 30 representatives from community-based organizations, ETA provider banks, the New Jersey Department of Banking and Insurance, the New Jersey Credit Union Affiliates, Treasury, and the Northeast Regional Team at Treasury's Philadelphia Financial Center met at the Family

Technology Center of the Urban League of Essex County in Newark. The dialog produced a list of action items to increase collaborative efforts to inform check recipients of the ETA's availability and to promote it as a choice for receiving Federal payments.

Since 1998, Treasury has been promoting choices as part of its electronic funds transfer (EFT) public education campaign. Direct Deposit is regarded as the first choice for Federal payment recipients because it is simple, safe, and secure. Now another choice, the ETA, is available in New Jersey, as in most States, for those who receive a Federal benefit, wage, salary, or retirement payment. The ETA is also a safe, secure, and convenient way for payment recipients to receive their funds automatically, even if they did not qualify for a bank account before. This electronic bank account, offered at participating federally insured banks, savings and loans, and credit unions, will expand access to the financial mainstream for millions of Federal recipients who lack accounts.



Representatives of community-based organizations take part in the April strategic alliance meeting in New Jersey.

N.J. Financial Institutions, Community Groups Form Ties to Promote ETA Payment Choice

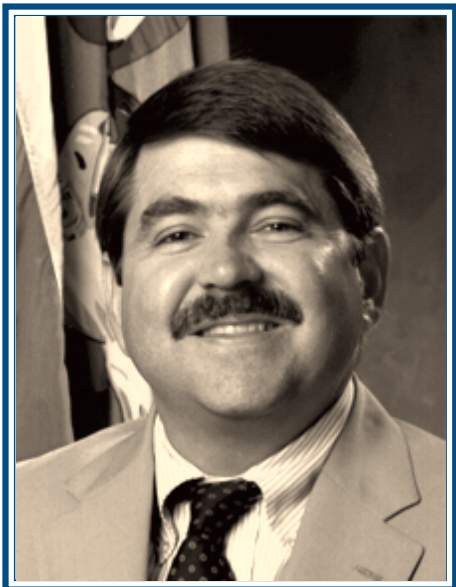
ETA 
Electronic Transfer Account

One of the community partners attending the meeting was **Cathy Malmstrom**, Director of Community Reinvestment Projects for New Jersey Citizen Action. Citizen Action works with Treasury in conducting financial education and community outreach at the grassroots level. Malmstrom remarked, "We have a strong commitment to financial education. We consider bringing consumers into the financial and technological mainstream as central to our commitment to social and

economic justice. ETAs offer an opportunity to develop a relationship with a financial institution and build a credit history."

Among the ETA providers that participated in the meeting were Banco Popular of North America, Investors Savings Bank, and City National Bank of New Jersey. These banks are committed to community development service and see the ETA as a risk-free product that offers financial access to the underserved. Most of their branches are located in the northern counties of New Jersey, including Essex, Bergen, Hudson, Middlesex, and Union, where there are high check volumes. ■

INSIDE: *ETA Nationwide Reach*



It's Been a Very Rewarding First Year for the ETA

Donald V. Hammond
Fiscal Assistant Secretary

“Thousands of community partners, government agencies, consumer groups, and advocacy organizations are working to assist us on the local level in getting the word out about the ETA.”

The public education campaign for electronic funds transfer (EFT) has reached more than 1 million people in a variety of settings, ranging from community programs for senior citizens to church basements. Treasury's face-to-face approach to delivering the “choices” message is targeting the Federal payment recipients who have been unable to qualify for a bank account. Recipients now can select the choice for receiving their payments that works best for them.

There are nearly 600 federally insured banks, savings and loans, and credit unions, with more than 6,000 locations in 49 States, the District of Columbia, Guam, Puerto Rico, and the U.S. Virgin Islands, offering the Electronic Transfer Account, or ETASM. Some of the larger banks that have agreed to become providers include Bank of America, Wells Fargo Bank, Firststar Bank, Fifth Third Bank, and Bank One.

Thousands of community partners, government agencies, consumer groups, and advocacy organizations are working to assist us on the local level in getting the word out about the ETA. Many national organizations have reached out to their regional and local networks by placing articles in their publications and have distributed thousands of information brochures and posters and educational videos. Our targeted outreach to American Indians, ethnic minorities, persons with disabilities, and faith-based organizations has been very successful. Strategic alliance

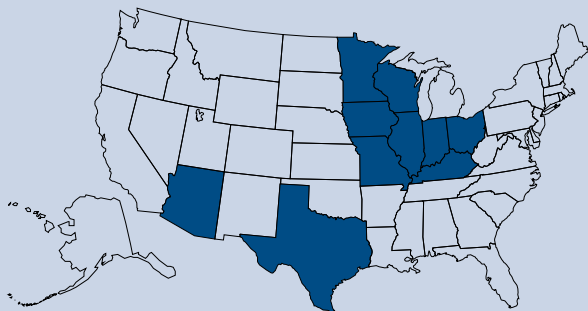
meetings that bring community organizations together with financial institutions are building new coalitions in communities where the ETA is available across the Nation. The Treasury Department is proud to have had a hand in creating public-private partnerships as a result of the public education campaign and would like to maintain these contacts long after we have achieved our immediate goals.

The partnership with community and consumer organizations to promote financial education as a part of the EFT campaign has encouraged Secretary Summers to create a national coalition to spread financial literacy in America. Called the National Partnership for Financial Empowerment, this coalition is a forum for private sector organizations and companies to come together with Federal and other government agencies to encourage Americans to save for their future and to take control of their personal finances. The vision is that by leveraging existing expertise, the new coalition can bring greater focus and visibility to financial literacy projects already underway with the same success that the EFT campaign has achieved.

This issue of *EFT Exchange* commemorates the first anniversary of the ETA launch and recognizes the numerous partners that are delivering the choices message. On behalf of the Treasury Department, I thank you for your continued support in this worthwhile endeavor. ■

ETA NATIONWIDE REACH

ETA Provider Financial Institutions, at the End of June
Top 10 States—Certified ETA Providers



TOTAL:

Providers—586

Provider office/branch locations—6,132

To determine ETA provider locations nationwide, call 1-888-382-3311, toll-free, or visit the Web site: www.eta-find.gov.

Treasury Sends Message Home, Offers Stipend for EFT Public Education Efforts

WASHINGTON—In what has been an overwhelmingly successful program, the Department of the Treasury has wrapped up the second round of the Fee for Service Subcontractor Solicitation program in the electronic funds transfer (EFT) public education campaign. Community-based organizations from across the country were invited to help educate Federal benefit recipients about their choices for receiving their payments. From more than 300 inquiries, approximately 130 organizations with a total outreach of at least 66,000 Federal benefit recipients were accepted into the program. A monetary stipend is awarded to every organization that is accepted for the program and successfully completes all program requirements.

These Fee for Service providers will reach a large number of different populations ranging from people with disabilities, to multiple ethnic groups, to faith-based communities. Working with community-based groups allows Treasury to explain choices on a

Only 30 percent had an existing Direct Deposit account. Moreover, 42 percent of those who completed the evaluation indicated that they would seek information about the Electronic Transfer Account, or ETASM, get an ETA from a participating financial institution, or convert from a paper check to Direct Deposit. (The ETA is Treasury's low-cost, federally insured account for Federal benefit, wage, salary, or retirement payment

"People are very interested in finding out more [about their choices]."

—SHARON SHAPIRO-LACKS
Brooklyn Center for Independence of the Disabled

**Fee
for
Service**

grassroots level, with questions answered immediately and effectively. "People are very interested in finding out more [about their choices]," commented **Sharon Shapiro-Lacks**, Executive Director for **Brooklyn Center for Independence of the Disabled**. "[Our constituency finds] that these meetings are a good source of information."

Flexibility in the program allows almost any size of organization to participate. Large, umbrella organizations with significant outreach have been enrolled as providers, as have smaller, single office organizations that work on an almost one-on-one level with their clients. In Detroit, the **Michigan Neighborhood Partnership** has been accepted as a Fee for Service provider. **Bridges**, a program developed by the organization, consists of approximately 1,375 faith-based organizations throughout the State. Providing EFT education on behalf of Treasury, this program will cater to communities in such major cities as Detroit, Grand Rapids, Flint, and Benton Harbor, among others. In Clarkston, GA, the **African Community and Refugee Center, Inc.** works with its own, much smaller scale population exclusively in the city of Clarkston.

Early results of this spring's work are promising. The **Saginaw Reinvestment Coalition** (Saginaw, MI) has completed one round of work and shared 104 evaluation forms with Treasury. Fully 40 percent of the people the coalition reached were cash consumers, without relationships with any financial institution.

recipients.) Saginaw's leaders, using an educational video ("Three Choices for Receiving Your Federal Payments"), financial literacy education materials, and brochures available from Treasury, were able to help individuals understand and select the choice that best fits their circumstances.

Regional managers in the five public education campaign project areas work with the National Partnership Director and the Fee for Service Project Manager in Washington, DC, to identify and recruit Fee for Service provider candidates. To obtain more information about Fee for Service or to answer questions about locating the regional manager in your area, contact David Neidlinger at (202) 842-3600 or via e-mail at **EFTTREASURY@aol.com**. ■

A complete listing of accepted Fee for Service organizations follows on the next panel.



Now you don't need one of these to get your Federal payment.

Now, even if you don't qualify for a checking or savings account, you can have your Federal payment *automatically* deposited to a low-cost, federally insured ETASM.

Call 1-888-382-3311 to learn where you can open an ETA. Or visit our Web site at www.eta-find.gov.

ETA 
Electronic Transfer Account

A message from the U.S. Department of the Treasury

Accepted Fee for Service Organizations—²Fund

ABJ Community Services, Inc.

African Community and Refugee Center, Inc.
African-American Council of Christian Clergy
Alabama Cooperative Extension
Allied-Dunn's Marsh Neighborhood Center
Area Agency on Aging of Broward County
Association of Ohio Philanthropic Homes, Housing and Services for the Aging (AOPHA)

Barbour County Senior Center, Inc.

Bell-Whitley Community Action Agency, Inc.
Blair County Community Action Agency
Bolivar County Community Action Program, Inc.
Boston Housing Authority Elderly and Disabled Housing Program/National Caucus and Center on Black Aged, Inc.
Bristol Community Organization, Inc.
Brooklyn Center for Independence of the Disabled (BCID)
Builders for the Family and Youth of the Diocese of Brooklyn, Inc.

Camden County Council on Economic Opportunity

CAPEDCOM, Inc.
Catholic Charities Housing Development Corporation
Catholic Charities, Diocese of Ft. Worth, Inc.
Central Kentucky Community Action Council, Inc./RSVP
Chelsea Revere Winthrop Home Care Corporation
Citizens for Action in New Britain
Clinch Valley Community Action, Inc.
Coastal Plain Area EOA, Inc.
COLT Coalition CDC
Community Action Agency for Logan County, WV / P.R.I.D.E. in Logan County, Inc.
Community Action Committee of Pike County
Community Action Program of Evansville
Community Action Southwest
Community Action, Inc.
Community of Economic Development Association of Cook County (CEDA Near West)

Concerted Services, Inc. C.A.A.
Consumer Credit Counseling Service (CCCS) Milwaukee
Consumer Credit Counseling Service—Northwest Indiana
Consumer Credit Counseling Service—SNE
Consumer Credit Counseling Service of Southern New England
CSRA Agency on Aging
CSRA Economic Opportunity Authority, Inc.

Dallas Selma Community Action / CDC

Daniel Boone Development Council
Delaware County Council for Older Adults
Delaware State University
Detroit Food Security Council
Develop Total Resources
Durham County Extension and Community Association

East Meyer Community Association

Equip for Equality

Fair Park Senior Center

Faith City International
Florida A&M University Cooperative Extension Program
Foster Grandparent Program (Antigo)

Greater Boston Chinese Golden Age Center

Greater Lansing Urban League
Greater Philadelphia Urban Affairs Coalition
Green River Area Development District
Green Thumb, Inc.—NY
Green Thumb, Inc.—OH
Green Thumb, Inc.—GA
Green Thumb, Inc.—KY
Green Thumb, Inc.—MI
Green Thumb, Inc.—TN
Green Thumb, Inc.—VA
Green Thumb, Inc.—WI
Green Thumb, Inc.—WV
Green Thumb, Inc.—PA

Halifax County Community Action, Inc.

Hoosier Uplands/Area 15 Agency on Aging

Howell Township Senior Citizens Center

Jackson County Civic Action Committee (JCCAC)

Kensington Neighbors United Civic Association, Inc.

Kentucky Protection and Advocacy Division
Knoxville-Knox County Community Action Committee, Office on Aging
LIFESPAN of Greater Rochester
Lincoln Hill Development Corporation

Macedonia M. B. Church

Madison County Urban League, Inc.
Marion-Crawford Community Action Comm.
Martin County Community Action, Inc.
McLean County Association for Home and Community Education
Mercor County Community Action Agency
Metro Action Commission

Metro City Redevelopment Coalition

Miami/Miami-Dade Weed and Seed, Inc.

Michigan Neighborhood Partnership

Michigan State University Extension—Eaton County

Michigan State University Extension—Allegan

Mid-State Opportunity, Inc.

Middle Georgia Community Action Agency

Mountain CAP of WV Inc.

Mountain Projects, Inc.

National Urban League, Inc.

Navajo Area Agency on Aging

New Bethel Baptist Church

New Jersey Citizen Action

New Jerusalem B.C.

North Carolina Cooperative Extension Service—Macon County Center

North Carolina Minority Support Center

Northeast Kentucky Area Development Council, Inc.

Northern Cambria Community Development Corporation (NORCAM)

Office of Human Affairs (Community Action Agency)

Organizacion Civica y Cultural Hispana Americana, Inc. (OCCHA)

Organization for a New Equality (ONE)

Paterson Task Force for Community Action

Pennsylvania Protection and Advocacy, Inc.

Pentecost M.B. Church

Pittsburgh Community Reinvestment Group

Proviso-Leyden Council for Community Action, Inc. (PLCCA)

Quitman County Development Organization, Inc.

Roberts United Methodist Church

Rowan County Department of Senior Services

RSVP of Somerset County

RSVP of Warren and Forest Counties/Experience Incorporated

Rutgers Cooperative Extension of Essex County

Saginaw Reinvestment Coalition

Senior Action, Inc.

Senior Spectrum

Southeast Tennessee Human Resource Agency

Southeastern Wisconsin Area Agency on Aging

Southwest Michigan Community Action Agency

Southwest Mississippi Opportunity, Inc.

Springfield Action Commission DBA Springfield Partnership for Community

St. Gregory's Community Center

St. Paul's United Methodist Church

Tallatoona Economic Opportunity Authority, Inc. (TEOA)

The Community Development Corporation of Hilton Head Island, Inc.

The Fair Housing Agency of Alabama

The STOP Organization

Triangle Family Services/Consumer Credit Counseling Service

University of CT Torrington Extension Center

University of Illinois Extension

University of Wisconsin-Extension—Milwaukee County

Upper East Tennessee Human Development Agency, Inc.

Urban League of Springfield, Inc.

West Tennessee Legal Services, Inc.

Westbay Community Action, Inc.

Wisconsin Indian Elders Association

Women of Destiny

Fee
for
Service

Updated Educator's Guide Highlights ETA, Offers New Fact Sheets

Recently the Department of the Treasury's Financial Management Service (FMS) released an updated edition of the popular educator's guide, "Helping People in Your Community Understand Basic Financial Services." The spring 2000 version of the educator's guide contains information about the new, low-cost Electronic Transfer Account (ETASM), suggested guidelines and agendas for conducting financial training sessions, and new consumer fact sheets for use by community educators. In addition to a consumer fact sheet about the ETA, other new fact sheets in the updated guide include **Keeping Track of Your Electronic Transactions, Understanding Electronic Products and Services at Your Financial Institution**, and the **Benefit Security Card**.

The **Financial Services Education Coalition**, a group comprised of Federal financial agencies, financial trade associations, and nonprofit community and consumer organizations, developed and updated the community educator's guide, a tool to help people successfully choose and use basic financial services. It also contains a list of resources from national and local government agencies and organizations, an outline of financial consumer protection laws, and order forms for free informational materials.

To obtain an updated copy of "Helping People in Your Community Understand Basic Financial Services," visit FMS' electronic funds transfer (EFT) Web site at www.fms.treas.gov/eft. You can use the order form on the Education and Marketing page.

EFT/ETA Campaign Regional Teams

Northeast:

Wilfredo Seda (215) 516-8026 / wilfredo.seda@fms.treas.gov
Susan Burrows (215) 516-8032 / susan.burrows@fms.treas.gov
Sheila Kremer (215) 516-8012 / sheila.kremer@fms.treas.gov

Southeast:

Lois Stifel (205) 987-8380 / stifelo@mindspring.com
Sandy Richards (954) 979-2274 / stratcomm@aol.com
Linda Donaho (512) 342-7300 / linda.donaho@fms.treas.gov
Eleanor Kelly (202) 874-6838 / eleanor.kelly@fms.treas.gov

Midwest:

Mark Claypool (312) 583-3958 / markclaypool@hotmail.com
James Graham (248) 613-5178 / JGRAH61716@aol.com
Yvonne Nance (816) 414-2105 / yvonne.nance@fms.treas.gov

Southwest:

Dora Hernandez (512) 342-7310 / dora.hernandez@fms.treas.gov
Tabitha Guyton (512) 342-7300 / tabitha.guyton@fms.treas.gov

West:

Dora Hernandez (512) 342-7310 / dora.hernandez@fms.treas.gov
Sandra Young (415) 817-7311 / sandra.young@fms.treas.gov

EFT: Whom to call

If you have questions about community initiatives or any other issues relating to EFT, please feel free to contact the Financial Management Service and Treasury staff below:

PRESS/MEDIA

(Questions from Press/Media only)

Bill Buck

Office of Public Affairs
Department of the Treasury
Phone: (202) 622-1997
E-mail: bill.buck@do.treas.gov

Alvina McHale

Legislative and Public Affairs
Financial Management Service
Phone: (202) 874-6604
E-mail: alvina.mchale@fms.treas.gov

POLICY/REGULATIONS/COMPLIANCE

(Policy development/regulations/agency, financial institution compliance)

Cindy Johnson

Cash Management Policy and Planning
Phone: (202) 874-6590
Fax: (202) 874-6965
E-mail: cindy.johnson@fms.treas.gov

Birdie McKay

Program Compliance
Phone: (202) 874-6630
Fax: (202) 874-6965
E-mail: birdie.mckay@fms.treas.gov

COMMUNITY OUTREACH INITIATIVES

Shari Curtis

Community Outreach Coordinator
Phone: (202) 622-5529
Fax: (202) 622-5245
E-mail: shari.curtis@do.treas.gov

Carolyn Dunston

Financial Trade Associations and Regulatory Agencies
Phone: (202) 874-7009
Fax: (202) 874-7321
E-mail: carolyn.dunston@fms.treas.gov

EDUCATION AND MARKETING

(Public/financial institution/agency education)

Cathy Donchatz

Product Promotion
Phone: (202) 874-6582
Fax: (202) 874-7321
E-mail: cathy.donchatz@fms.treas.gov

EFT Exchange is published by the Department of the Treasury's Office of Public Education and the Financial Management Service. To subscribe, call David Neidlinger at (202) 842-3600.

For EFT updates, visit the EFT Web site:

www.fms.treas.gov/eft

'Show Me EFT'

IN KANSAS CITY . . .

On hand to explain the benefits of electronic funds transfer are, from left: Shelby Hesterly (SSA), Yvonne Nance (Treasury), and Joanne Hurst (Missouri AARP).

Photo by Robert Cole, courtesy of the Kansas City Globe.



Payment Choices Spotlited at February Workshop in Missouri

Show me how electronic funds transfer, or EFT, benefits people who receive payments from the Federal Government.

And thus they did at a February workshop in the Show Me State for some 20 representatives of various local community organizations in the Kansas City area.

Direct Deposit was the focus of a panel discussion intended to educate the community about the choices persons have for receiving their Federal payments. Panelists at the workshop, held at the Linwood United Church in Kansas City, included **Yvonne Nance** of the Department of the Treasury's Kansas City Financial Center (KFC). The others were **Joanne Hurst**, State

Director of Missouri AARP, and **Shelby Hesterly** of the Social Security Administration (SSA).

Naomi Cain Dillard of the Organization for a New Equality (O.N.E.) sponsored the session, the first of its kind in the Kansas City area.

KFC, AARP, and SSA also conducted a briefing on payment choices at the Homeless Services Center in downtown Kansas City, sponsored by the Metropolitan Lutheran Ministry. Questions and answers followed the briefing, and printed information was distributed. Future briefings are planned.

For more information, call Yvonne Nance at (816) 414-2105.

ETA Web Site Now Available En Español

The Electronic Transfer Account, or ETASM, Web site is now available in Spanish. Using links in Spanish, the Spanish-speaking public can easily navigate the site and read instructions for locating ETA financial institution providers by name, ZIP Code, city and State, or metropolitan area. The site's consumer information page has also been translated into Spanish, making answers to frequently asked questions more helpful.

To find out more about the Spanish ETA site, visit www.eta-find.gov and click on "En Español." ■

Department of the Treasury
Washington, DC 20220



OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE, \$300

DIRECT DEPOSIT
Simple. Safe. Secure.

FIRST-CLASS MAIL
POSTAGE & FEES PAID
Department of the Treasury
Permit No. G-4